

Borden's

for larger, steadier year round sales

The foundation of a large demand has been laid in your locality by our extensive advertising. Your customers know Borden's, they know what the Borden quality standard signifies. They are all ready to buy, once they know you handle these quality milk products.

LEADERS OF
QUALITY

A little window or counter display will turn the trick in your favor, and once your people get acquainted with Borden purity, convenience and deliciousness, you'll find repeat sales easy and good profits assured.

Your nearest wholesaler can ship you a supply of Borden's. Ask him to-day. The line comprises "Eagle Brand" and "Reindeer" Condensed Milk, "Reindeer" Coffee and Cocoa, "St. Charles" and "Jersey" Brands Evaporated Milk.

Borden Milk Co., Limited

"LEADERS OF QUALITY"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.